R.J. Reynolds Tobacco Company

D.M 1 11
T&D 1/21/93
S.R.M. 1 11
S.A.M. 1 21 93

J.H. CASEY
Division Sales Manager

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January 21, 1993

TO: ALL SALES PERSONNEL

RE: FEBRUARY BASE PROMOTION

Our February base promotion is a Winston Select B1G1F. As a result of our V.A.P. program 100% of the product will be shipped via V.A.P. There will be NO sales rep pick-up for off vehicle sales.

This just shows how efficient the V.A.P. program can be.

#1 (and getting better!).

Sincerely,

Joe

J.H. Casey

JHC/lt

M-4

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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/ynjn0000

B1G1F DISPLAY

6 WHITE CTN. WINSTON SELECT
6 WHITE CTN. WINSTON SELECT BOX
12 WHITE CTN. TOTAL

ORDERED TO DIRECT ACCOUNTS ON 1/21/93 FOR
DELIVERY TO DIRECT ACCOUNTS ON 2/11/93 FOR
DELIVERY TO RETAIL WEEK ENDING 2/19/93

51854 1661

Source: https://www.industrydocuments.ucsf.edu/docs/ynjn0000